

ABSTRACT OF THE DISCLOSURE

A reflector is provided which has viewing angle properties that when the reflected light of the light having entered the reflector is observed from the direction close to the normal direction to the reflector, it can be seen brighter than seen from the other viewing angles. A reflector includes a plurality of concave parts formed on the surface of a base material, wherein the inner surface of the concave part is formed of a surface that a peripheral curved surface being a part of aspheric surface is continued to a plane at a position surrounded by the peripheral curved surface; each of the plurality of the concave parts has a specified longitudinal section passing through a deepest point of the concave part; the form of the inner surface of the specified longitudinal section is formed of a first curve from one peripheral part of the concave part to the deepest point, a second curve from the deepest point to a first straight line continuously to the first curve, the first straight line to a third curve continuously to the second curve, and the third curve to an other peripheral part continuously to the first straight line; a curvature radius of the second curve is greater than a curvature radius of the first curve; and curvature radii of the second curve and the third curve are equal.